



### **All Stars Project, Inc. Mission**

We transform the lives of youth and poor communities using the developmental power of performance, in partnership with caring adults.

### **Internship Scope of Responsibilities**

Communications and Media Intern will report to the Director of Youth Programs and work closely with Development Officer. He/she is responsible creating a blog site that can capture DSY summer intern developmental experiences at various partnering companies, ensure that youth statements/inputs are relevant to our mission and purpose, plus answer any questions that youth may have in uploading content. He/she will also be responsible for monitoring and managing content editorial, and plan specifically and timely to actively advertise and engage followers of events and marketing campaigns using social media platforms. He/She will be utilizing applicable software such as Microsoft Suite, CANVA, HootSuite, MailChimp, and Adobe Publisher (or other software that may be needed). The intern will interface directly with the youth programs team and is responsible for organizing and streamlining program data. This includes but is not limited to: building reports, conducting data analysis, creating manuals, drafting professional emails, and organizing documents. The intern will also be expected to participate in educational and foundational activities to improve knowledge-base of the organization, the community and its goals.

### **Deliverables**

- Create, design and build the national All Stars Project ,DSY Summer Internship Experience Blog
- Draft social media posts for Facebook, Instagram, LinkedIn and Twitter, and e-mail marketing campaigns
- Take pictures and videos to create promotional highlights for evets including but not limited to: All Stars Talent Shows, Breakthrough Days and Tech Track
- Work with Development Officer to increase social media visibility



- Work closely with department leaders (Programmatic Leaders, Development Officers, and Operation Managers) to advance social media outreach approach
- Under the direction of the Supervisor, maintain the s system to collect and organize program data
- Build reports using Microsoft Office Suite to illustrate trends, utilization associated with impressions
- Other tasks that support the program can be determined by Intern and Supervisor/Director as needed